

securlly://

Media Kit 2019



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Introduction

In many ways, the internet has forever changed the world as we know it. From isolated villages to thriving cities of commerce, the internet intimately connects each of us in ways previously unimaginable. It reminds us that new interests, new experiences, even new friends, are just a keyboard away.

As such, more and more schools, particularly K-12, are providing students with school-owned devices (1:1) such as Chromebooks, PC's, and iPads that can be taken home. With these, kids can track school assignments, research topics, even turn in homework. **The internet has made education more accessible, more dynamic, and our kids smarter.**

At the same time, the internet has an uglier side. It's home to activities and information that can be considered nefarious, predatory, even illegal. Like it or not, this dangerous underbelly of the information superhighway is only ever just a few clicks away for any child.

Of course, parents and schools can block certain sites on their networks. But with an estimated 300-500 new sites launched each minute, they cannot block them all. On-premise filters exist, but they are costly (making them impractical for poorer districts) and they suffer, as all hardware does, from built-in obsolescence.

Enter Securly Inc. Securly allows districts the ability to do more at a lower cost and with a much smaller network footprint. **Securly provides school admins with cloud-based solutions to secure their networks, keep students safer, and easily maintain CIPA compliance.** Keeping kids safe while keeping costs down is a win for everyone involved.

And we're just getting started.

Mission and vision

Simply put, our vision is a digital world that is safer and healthier for kids. We see a digital life where the internet is a place of learning and aspirational exploration, and social media is a vehicle for understanding and community acceptance.

Our mission is not to censor the internet, but to mitigate the negative effects it can have on kids. We develop solutions to keep kids safe online - wherever they are - at school, at home or out living their lives. From tools to help adults create a kid-friendlier internet to an AI that recognizes signs of bullying and even intuits risks of self-harm, Securly will continue breaking new ground in order to meet problems head-on. **For every child we empower to stand strong, for each kid who chooses hope over hopelessness, the Securly team innovates and builds the next solution to support kids' safety and healthy digital lives.**

Securly

With offices on three continents, **Securly is one of the fastest-growing EdTech companies in Silicon Valley.** With pioneering developments, Securly continues to be a leader in an industry that is continually evolving.

Backed by venture capital, Securly experienced a 2000% growth rate with its first foray into the market. As it's market share continues to increase, so does the positive reach that it has into the lives of schools, parents, and kids. Protecting students against the seeping toxicity of the internet is a battle Securly fights (happily) on many fronts; monitoring children for signs of sorrow and hopelessness is a mantle Securly proudly picks up.

Founders

Securly was created with a single intention: to keep kids safe online. To accomplish this, **the founders combined decades of experience** in enterprise network security with an entrepreneurial and pioneering spirit (as well as the coolheaded temperament of a high-stakes gambler) **to create the critical solutions becoming necessary in an increasingly digital world.**



Vinay Mahadik

CEO/Co-Founder/Co-CTO

Vinay knows security. From humble beginnings as a security research intern at Lawrence Berkeley National Labs, to botnet research and application firewalls as a senior R&D manager at McAfee, Vinay's decades of experience in both engineering and business operations management make him an expert. He leads with a high level of empathy, dexterity in toggling effortlessly between a bird's eye and detailed view, and ability to reduce complex systems down to their fundamental components.



Bharath Madhusudan

CRO/Co-Founder/Co-CTO

Bharath has over a decade of enterprise security and engineering experience, including an Architect-level role at Huawei Symantec. He wrote the first version of Securly's core filtering engine and led the sales team that sold the first 200 accounts. As the company's Chief Revenue Officer he seeks to marry his engineering mindset with his operational experience in sales and marketing.



Nikita Chikate

CDO/Co-Founder

Prior to Securly, Nikita served as Product Designer at Citrix Systems, where she led the visual redesign of the company's entire Intranet portal and won the 2014 Design for Experience Award for her design. As co-founder and Chief Design Officer, Nikita has been responsible for Securly's design and branding from day one. She has touched every single pixel the company has produced, and manages customer experience for over eight products.

Keeping kids safe since 2013

securly://



Launched: The first and only cloud-based K-12 web filter.

August 2013

Sentiment Analysis

Launched: AI-based cyberbullying and self-harm detection for social media

Parent Portal

Launched: Weekly email reports, at-home filter controls, and more!



Social Monitoring

Launched: Social Monitoring of Facebook, Twitter posts, Google searches, YouTube videos, Wikipedia pages

January 2015

Auditor

by securly://

Launched: Cyberbullying & self-harm detection for Google Mail

FREE Chromebook Filtering



Launched: Available worldwide for all K-12 schools

August 2014

securly://24



Launched: 24/7 trained emergency response to flagged emails, searches, and social media

March 2017

July 2017

September 2017



SecurlyHome App for Parents

Launched: iOS and Android apps to view Parent Portal activity

Hub

by securly://



Launched: A "safe wifi for kids" hub that keeps families safe online on their home devices

Classroom - FREE

by securly://

Launched: Classroom management tool that lets teachers keep students on task



March 2018

November 2017



Tipline

by securly://

Launched: An anonymous reporting tool that lets students stand up to violence

Filter

by securly://

Rebranded: Still the first and only cloud-based K-12 web filter

techpilot LABS

Acquired: TechPilot Labs an innovator in IT management tools for Admins & Teachers

March 2018

May 2018

March 2019

securlyGo

Launched: Creates safe browsing for kid-owned devices outside of the home

Auditor +

by securly://

Launched: Extends safety scanning plus nudity detection to Google Docs and Drive

Early 2020

Awards and certificates



**Rated
#519**
by Inc. 5000

**Tech &
Learning**
Stellar Service
Award 2016

Securly offices



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